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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Felix Yen, Kirk Cameron, Mark Fagnani

Application No.: 09/873,786

Group: 2152

Filed: June 4, 2001

Examiner: Not Assigned

For: Using Viewership Profiles for Targeted Promotion Deployment

CERTIFICATE OF MAILING	
I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as First Class Mail in an envelope addressed to Assistant Commissioner for Patents, Washington, D.C. 20231	
on <u>12-6-01</u>	<u>Jane Goldberg</u>
Date	Signature
<u>JANE GOLDBERG</u>	
Typed or printed name of person signing certificate	

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INFORMATION DISCLOSURE STATEMENT

Assistant Commissioner for Patents

Washington, D.C. 20231

Sir:

This Information Disclosure Statement is submitted:

- ☐ under 37 CFR 1.129(a), or  
(First/Second submission after Final Rejection)
- ☒ under 37 CFR 1.97(b), or  
(Within any one of the following time periods: three months of filing national application (other than a CPA) or date of entry of the national stage in an international application; or before the mailing date of a first office action on the merits in a non-provisional application, including a CPA, or a Request for Continued Examination).
- ☐ under 37 CFR 1.97(c) together with either:
- ☐ a Statement under 37 CFR 1.97(e), as checked below, or
- ☐ a \$180.00 fee under 37 CFR 1.17(p), or  
(After the 37 CFR 1.97(b) time period, but before final action or notice of allowance, whichever occurs first)
- ☐ under 37 CFR 1.97(d) together with:
- ☐ a Statement under 37 CFR 1.97(e), as checked below, and
- ☐ a \$180.00 fee under 37 CFR 1.17(p), or  
(Filed after final action or notice of allowance, whichever occurs first, but on or before payment of the issue fee)
- ☐ under 37 CFR 1.97(i):  
Applicant requests that the IDS and cited reference(s) be placed in the application filewrapper.  
(Filed after payment of issue fee)

Statement Under 37 CFR 1.97(e)

- ☐ Each item of information contained in this Information Disclosure Statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of this Information Disclosure Statement; or
- ☐ No item of information contained in this Information Disclosure Statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the undersigned, after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual designated in 37 CFR 1.56(c) more than three months prior to the filing of this Information Disclosure Statement.

Statement Under 37 CFR 1.704(d) (Patent Term Adjustment)

Applies to original applications (other than design) filed on or after May 29, 2000

- ☐ Each item of information contained in the Information Disclosure Statement was cited in a communication from a foreign patent office in a counterpart application and this communication was not received by any individual designated in § 1.56(c) more than thirty days prior to the filing of the Information Disclosure Statement.
- ☒ Enclosed herewith is form PTO-1449:
  - ☒ Copies of the cited references are enclosed.
  - ☐ Copies of cited references are enclosed except those entered in prior application, U.S. Application No. [ ], to which priority under 35 U.S.C. 120 is claimed. [The earlier application contains copies of the cited references.]
  - ☐ The listed references were cited in the enclosed International Search Report in a counterpart foreign application.
  - ☐ The "concise explanation" requirement (non-English references) for reference(s) [ ] under 37 CFR 1.98(a)(3) is satisfied by:
    - ☐ the explanation provided on the attached sheet.
    - ☐ the explanation provided in the Specification.
    - ☐ submission of the enclosed International Search Report.
    - ☐ the enclosed English language abstract.

☐ Applicant requests that the following non-published pending applications be considered:

Examiner's  
Initials

\_\_\_\_ U.S. Patent Application No. [ ], by [inventor(s)], filed [ ], Docket No.: [ ]  
\_\_\_\_ U.S. Patent Application No. [ ], by [inventor(s)], filed [ ], Docket No.: [ ]  
\_\_\_\_ U.S. Patent Application No. [ ], by [inventor(s)], filed [ ], Docket No.: [ ]

\_\_\_\_\_  
Examiner

\_\_\_\_\_  
Date

- ☐ A copy of each above-cited application, including the current claims, is enclosed.
- ☐ A copy of each above-cited application, including the current claims, is enclosed, except those entered in prior application, U.S. Application No. [ ], to which priority under 35 U.S.C. 120 is claimed.

The Examiner is requested to return a copy of the above list of pending applications indicating which references were considered with the next office communication.


It is requested that the information disclosed herein be made of record in this application.

Method of payment:

- ☐ A check for the fee noted above is enclosed, or the fee has been included in the check with the accompanying Reply. A copy of this Statement is enclosed.
- ☐ Please charge Deposit Account 08-0380 in the amount of \$[ ]. A copy of this Statement is enclosed.
- ☒ Please charge any deficiency in fees and credit any overpayment to Deposit Account 08-0380.

Respectfully submitted,

HAMILTON, BROOK, SMITH & REYNOLDS, P.C.

By   
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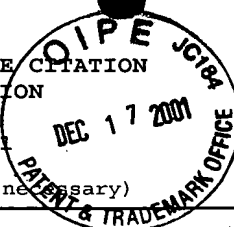
Dated: 12/6/01

PTO-1449 REPRODUCED

INFORMATION DISCLOSURE CITATION  
IN AN APPLICATION

July 10, 2001

(Use several sheets if necessary)

ATTORNEY DOCKET NO.  
2657.2003-001APPLICATION NO.  
09/873,786APPLICANT  
Felix Yen et al.FILING DATE  
June 4, 2001GROUP  
2152

## U.S. PATENT DOCUMENTS

EXAM- INER INI- TIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB- CLASS	FILING DATE IF APPROPRIATE
	AA	5,515,098	05/07/96	Carles	348	8	
	AB	6,119,098	09/12/00	Guyot et al.	705	14	
	AC	6,055,573	04/25/00	Gardenswartz et al.	709	224	
	AD	5,155,591	10/13/92	Wachob	358	86	
	AE	4,329,675	05/11/82	Van Hulle	358	86	
	AF	5,774,170	06/30/98	Hite et al.	348	9	
	AG	4,331,974	05/25/82	Cogswell et al.	358	86	
	AH	Re 33,808	01/28/92	Wright, Jr.	358	86	
	AI	5,389,964	02/14/95	Oberle et al.	348	9	
	AJ	6,002,393	12/14/99	Hite et al.	345	327	
	AK	5,740,549	04/14/98	Reilly et al.	705	14	
	AA2	6,006,265	12/21/99	Rangan et al.	709	226	

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## FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB- CLASS	TRANSLATION YES NO
	AL	WO 99/52285	14/10/99	PCT	H04N7173		
	AM	1 071 287 A2	24/01/01	EPO	H04N7173		

## OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)


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DATE CONSIDERED

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## U.S. PATENT DOCUMENTS

EXAM- INER INI- TIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB- CLASS	FILING DATE IF APPROPRIATE
	AB2	6,084,628	07/04/00	Sawyer	348	14	
	AC2	5,629,733	05/13/97	Youman et al.	348	7	
	AD2	5,781,246	07/14/98	Alten et al.	348	569	
	AE2	5,585,866	12/17/96	Miller et al.	348	731	
	AF2	5,589,892	12/31/96	Knee et al.	348	731	
	AG2	5,822,123	10/13/98	Davis et al.	348	564	
	AH2	6,014,184	01/11/00	Knee et al.	348	731	
	AI2	6,005,562	12/21/99	Shiga et al.	345	327	
	AJ2	5,850,218	12/15/98	LaJoie et al.	345	327	
	AK2	6,052,145	04/18/00	Macrae et al.	348	10	
	AA3	5,844,620	12/01/98	Coleman et al.	348	461	
	AB3	5,673,089	09/30/97	Yuen et al.	348	734	
	AC3	5,886,746	03/23/99	Yuen et al.	348	564	
	AD3	5,559,548	09/24/96	Davis et al.	348	6	
	AE3	5,977,962	11/02/99	Chapman et al.	345	327	
	AF3	5,793,438	08/11/98	Bedard	348	569	
	AG3	5,805,204	09/08/98	Thompson et al.	348	13	
	AH3	6,034,678	03/07/00	Hoarty et al.	345	327	
	AI3	6,064,377	05/16/00	Hoarty et al.	345	327	
	AJ3	6,100,883	08/08/00	Hoarty	345	327	
	AK3	6,020,929	02/01/00	Marshall et al.	348	564	
	AA4	5,579,055	11/26/96	Hamilton et al.	348	476	
	AB4	5,870,150	02/09/99	Yuen	348	553	
	AC4	5,532,732	07/02/96	Yuen et al.	348	1	
	AD4	6,100,917	08/08/00	Tsutsui et al.	348	13	
	AE4	5,635,978	06/03/97	Alten et al.	348	7	
	AF4	5,812,123	09/22/98	Rowe et al.	345	327	

EXAMINER

DATE CONSIDERED